

Hockey night in Tallinn Canada exports hockey expertise to Estonia

Two well-known Canadian hockey coaches, Dr. Vern Stenlund and Dean McIntosh, recently went to Estonia to share their expertise with that country's junior hockey programs. The Estonian Ice Hockey Federation had requested assistance from Hockey Canada to help its national under-18 and under-16 programs.



Dr. Vern Stenlund and Dean McIntosh went to Estonia to share their hockey expertise.

The event was supported by the Canada-Estonia Business Association, in partnership with the Canadian Embassy in Riga and its Office in Tallinn, Hockey Canada and the International Ice Hockey Federation.

"We're hoping to start a process of growth that will result in Estonia beating Canada one day," says Dr. Stenlund, head coach of the University of Windsor Lancers. The Estonians laugh.

"Laugh now, but it's not out of the question. Ice hockey is a passion, a religion for Canadians, and we take it very seriously," says Stenlund, a 20-year coaching veteran. "We want to give Estonians our hockey philosophy,

which is very much made in Canada. But we don't expect Estonians to adopt it completely. Learn from the Czechs, Swedes, Finns and Russians and create a uniquely Estonian hockey philosophy."

McIntosh is the Manager of Coaching for Hockey Canada, which is responsible for player instruction, coaching, registration and certification. The Estonian Hockey Association was impressed by the coaches' work, and their presence was highly valued by the Estonian sports community. Along with practice sessions, there were discussions about

the philosophy of hockey and what that means for coaches and players.

The visit raised Canada's profile among Estonians. Certainly, the demand for Canadian know-how on hockey arenas, sports facilities and equipment, and training materials has risen, and the Trade Section of the Canadian Embassy in Riga and the Office in Tallinn are ready to help Canadian companies set up scoring opportunities in the region's markets.

For more information, contact the Office of the Canadian Embassy in Tallinn, tel. (011- 372) 627-3311, e-mail: marina.asari@canada.ee. ✪

Profitable partnerships

The Baltic countries of Latvia, Estonia and Lithuania offer expanding opportunities for Canadian business. Despite their distance from Canada and small market size, these countries all have companies that are claiming a growing market share thanks to their Canadian partners or affiliates. Three examples demonstrate how such business partnerships can be profitable to both sides.

Fermentas: A leader in Lithuania's knowledge economy
UAB Fermentas is a world leader in the discovery, manufacture and

marketing of more than 300 products intended for biotechnology research and is the first Lithuanian company to receive ISO certification.

Each year, Fermentas introduces an average of 10 new products. Its clients are scientists working in universities, research centres and biotech companies in 60 countries around the world; in fact, virtually all its production is exported.

Its Canadian affiliate, established in 1996, is where the company's most important decisions regarding investments, production and new markets are made.

LDI³: State-of-the-art solutions
Incorporated in September 2001, Laser Diagnostic Instruments International Inc. (LDI³) is a Canadian spinoff of the Estonian company LDI Ltd. Together, LDI³ and LDI Ltd. offer a comprehensive suite of in-line, in-situ, airborne, contact and remote analytical sensors—and data control and management software and services—that address environmental, agricultural, bio-medical and industrial issues.

Products and services are based on novel laser, electro-optical and photonics principles. Initially

Canada Booth a first at Riga food fair

Maple syrup, scallops and ice cider were among the mouth-watering Canadian products available for sampling last September at the Riga International Food Fair in Latvia. The Canada Booth, organized by the Canadian Embassy in Riga and the Canada-Latvia Business Association (CLBA), was a first for the Baltic region.

The timing was auspicious. Latvia and its sister Baltic states, Estonia and Lithuania, were set to become members of the European Union on May 1, 2004, and the region is an excellent springboard for Canadian export development to the EU, Russia and Scandinavia.

The annual Riga food fair attracts a lot of international interest, and there was extensive print and television coverage of Canadian businesses and products. The samples of quality Canadian foods made the Canada Booth one of the most popular at the fair.

Contributing to the success of the booth was the personal participation of a good number of senior Canadian business people. This high level of

involvement was the result of extensive preparations and networking in Ottawa, Montreal, Toronto and more recently Vancouver by the Department working with Baltic embassies in Canada.



Sampling maple taffy at the Canada Booth

"Canadian participation at the Riga food fair is just the beginning," according to Dominique Rossetti, Counsellor of Commercial and Technical Cooperation and Consul at the Canadian Embassy for the Baltics.

This fair is the first of many events being considered by the CLBA in support of Canadian export development in this booming region.

Besides the agri-food sector—where new technologies and competitive machinery are in demand and generally imported—the construction and forest industries and the rapidly growing information and communication technologies sector have been identified as key areas of opportunity. In addition to expanded Canadian participation at the Riga food fair, the CLBA is looking to organize Canada Booths at home, construction and information technology trade shows.

Exporters and investors interested in obtaining information or assistance in exploring Baltic markets may contact the **Canadian Embassy in Riga** (www.dfait-maeci.gc.ca/dfait/missions/baltiks) or the **Canada-Latvia Business Association** (e-mail clba@clba.lv). ✪

Sugaring-off party, Baltics style

On April 11 and 12, 2004, the **Embassy of Canada**, in cooperation with the Canada-Latvia Business Association, organized a traditional spring maple syrup festival in Riga.

The festival was held at the biggest log house in Europe—the Lido Recreational Centre, owned by Latvia's largest restaurant chain. It took place during the Easter weekend, attracting thousands of visitors. In accordance with Canadian tradition, there were tastings of maple syrup and maple tea, as well as a variety of entertainments such as step dancing and games. The children particularly enjoyed the famous French Canadian maple taffy.

The Canadian sugaring-off party—a first in the region—proved extremely popular with local people, showing that Latvians enjoy sweet treats as much as Canadians do. ✪

developed for defence, aerospace, communications and other areas of advanced application, LDI³'s state-of-the-art solutions today address concerns of broader environmental and industrial significance.

SIA KOMEKS: Canadian pet food a hit in Latvia

SIA KOMEKS is a Latvian company specializing in various products for household pets—food, accessories, toys and pet care items. Since 1998, it has been associated with the Canadian company **Champion Petfoods Ltd.** In fact, Champion is now one of KOMEKS's most important international partners.

The Latvian market has discovered high-quality Champion pet food, which is much in demand with consumers. As relationships between people and household pets have evolved, increasing significance is attributed to quality nutrition for pets. Champion's products are popular because they can be adapted to particular nutritional requirements, such as allergies. The quantity of Champion pet foods imported by the company into Latvia is increasing every year.

The partnership has been so successful that KOMEKS won the right to supply Champion pet food to dogs in the service of Latvia's border guards and state police. ✪